



MEDIAKIT 2021

LONELY PLANET

Lonely Planet is a leading travel media company and the world's number one travel guidebook brand, providing both inspiring and trustworthy information for every kind of traveller since 1973. Over the past four decades, Lonely Planet has printed over 145 million guidebooks and grown a dedicated, passionate global community of travellers. You'll also find out content on lonelyplanet.com, mobile, video and in 14 languages, children's, armchair and lifestyle books, ebooks, international magazines, and more.



*We believe travel when
practised responsibly
is a force for good*



LONELY PLANET Magazine

Lonely Planet magazine is the definitive source of honest travel inspiration, encouraging readers to explore and seek new experiences, whether close to home, on roads well-travelled or in the far-flung corners of the planet. Featuring unique, on-the-ground insights from our unrivalled global network of travel experts, Lonely Planet magazine offers original ideas, practical tips and advice, essential news and stunning photography; all delivered with humour, honesty and a freshness that you won't find elsewhere. Every month we will take you to the heart of a place in a way that no other travel title can.

Editorial pillars



STORIES

Our latest inspirational stories from the road, beautifully told by our network of travel writers and magazine readers



EXPLORE

The best of this month's new trips, including new flights and tours, accommodation recommendations and inside secrets from Lonely Planet's writers



FEATURES

Compelling stories and images that take readers to the heart of the destination, providing immersive experiences of places near and far

CITYTRIPS

A full section of city trip inspiration. With shopping tips, trails to help you explore, unique experiences and much more!



LONELY PLANET .nl

Every day, lonelyplanet.nl brings the latest travel news and discoveries, information about (almost) every destination on the planet and incredible stories about the world's most exciting destinations and new experiences, written by award-winning journalists and packed with stunning photography. Our most important themes are: adventure, family travel, culture, nature & wildlife, roadtrips, musthaves, budget travel, backpacking, citytrips, beach holidays and tips & trends.



Why Lonely Planet

- ◆ **Authority** in travel
- ◆ We put travellers at **the heart of everything** we do
- ◆ Extensive **international** network
- ◆ Content from the **world's best writers** and photographers
- ◆ Reach travellers across **print, online and social**
- ◆ Curious, honest, **trustworthy** and responsible



LONELY PLANET'S audience

Lonely Planet has a diverse readership with one thing in common: all our readers are avid travellers. Our readers travel often and whether they go on a citytrip, take a long holiday to a far off land, or choose an epic adventure in nature closer to home; they are all looking for an authentic experience. The Lonely Planet audience is curious, well travelled, educated and has a median or above-average income. 7 out of 10 of our readers – both in print and online – are female, 3 out of 10 are male. Our readers can be found in every age group. The magazine is read the most by people in their thirties (31%), but 20+ (18%) and 50+ (21%) are also well-represented. Our website is visited most by people in their twenties, thirties and forties: together these age groups form more than half of our monthly visitors.



Advert opportunities



Advertorials



Display



Custom branded content

Advertorials

Benefit from the credibility of the Lonely Planet brand with custom written advertorials

- ✦ Written by Lonely Planet travel experts in Lonely Planet style and tone
- ✦ A powerful and effective means of promoting your brand
- ✦ More engaging and interesting than a display ad
- ✦ Both entertaining and useful for the reader
- ✦ A great way to increase awareness and appeal for your brand



Custom branded content

Custom supplements and mini guides are created by Lonely Planet writers from your brief in Lonely Planet's inspired, passionate and authoritative tone. Pique the reader's interest to inspire further investigation and encourage travel planning to the most inspiring experiences to be found in your destination.



Ad rates & specs

RATES
AVAILABLE ON
REQUEST FOR

- ♦ Supplements
- ♦ Inserts

DISPLAY ADS	SIZE (W x H)	COST
1/1 FULL PAGE	228 x 300 mm	€ 4.500
2/1 OPENING SPREAD	456 x 300 mm	€ 9.000
2/1 SPREAD	456 x 300 mm	€ 8.750
1/2 PAGE (horizontal or vertical)	h: 112 x 300 mm, v: 228 x 148 mm	€ 2.750
1/3 PAGE (horizontal or vertical)	h: 74 x 300 mm, v: 228 x 98 mm	€ 1.500

ADVERTORIALS	SIZE (W x H)	COST
1/1 PAGE	228 x 300 mm	€ 5.500
2/1 SPREAD	456 x 300 mm	€ 12.250

All rates are gross before agency commission & subject to terms and conditions.
Production costs are not eligible for discounts and commission



Material preferences

- ♦ Certified PDF files
- ♦ 300 DPI and CMYK
- ♦ Colour profile isocoated v2 300% (ECI)
- ♦ Live matter must be at least 5mm in from the trim
- ♦ 3mm bleed, trim marks, trim box and page information must be included
- ♦ Minimum 6pt standard fonts, 10pt script and fine serif
- ♦ Files accepted via most delivery methods (WeTransfer, Adsend, etc.)

These are requirements for a perfect bound magazine printed by web offset and trimmed to 228 x 300 mm. Data must be supplied to the correct size and confirm to these digital files.



Deadlines & on sale dates

Issue	February	March	April	May	June	Summer	September	October	November	Winter
Theme	Sun vs. Snow	Weekends	Wild	Roadtrips	By the water	Summer	Adventure	Sustainable	Culinary	Best in Travel
Material deadline	8.1.21	5.2.21	5.3.21	9.4.21	7.5.21	04.06.21	06.08.2021	3.9.2021	8.10.2021	5.11.2021
On sale date	29.1.2021	26.2.2021	26.3.2021	30.4.2021	28.5.2021	25.6.2021	27.8.2021	24.9.2021	29.10.2021	26.11.2021

Always confirm these at the time of booking as subject to change

CIRCULATION:
30.000
READERSHIP:
120.000



Online

Rates

TYPE	COST*
Advertorial	€ 1.900
Sponsored story Advertorial + social + newsletter item	€ 2.750
Display banner per 1000 pageviews	€ 20

* These rates do not include VAT

Reach

Website



49.000
UNIQUE
VISITORS



74.000
PAGEVIEWS

Social Media



20.000
FOLLOWERS



25.000
FOLLOWERS

We would love to hear from you!

For advertisements, advertorials or custom branded content please contact:

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💻 www.lonelyplanet.nl

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